2022 USCA National Show Catalog Ad Specifications

The USCA National Show catalog will be 8½" x 11" and is spiral bound.

COLOR AD SIZES:

- Side-by-Side 2 page – 17" x 11" (17.25 x 11.25 with bleed)
- Back Cover, Inside Front or Back Cover and all Full Page Ads – 8 ½" x 11" (8 ¾" x 11 ¼" with bleed)
- Half Page Ads – 8 ½" x 5 ¼" (8 ¾" x 5 ¼" with bleed)
- Quarter Page Ads – 4 ¼ x 5 ¼"
- Business Card

*Design Notes:

- COLOR ADS WILL BLEED.
- All ads MUST have a bleed of 1/8" on all sides.
- Ad copy should be **_at least_** ½" from trim edge.
- Catalog will be spiral bound. We will not be responsible for ads that have copy and/or images that get cut-off due to the binding process.

BLACK & WHITE AD SIZES:

- Full Page Ads – 7 ¾" x 10 ¼"
- Half Page Ads – 7 ¾" x 4 ¾"
- Quarter Page Ads – 4 ¼ x 5 ¼"
- Business Card

*Design Note: Black and White Ads do NOT bleed

File Requirements:

Please share ALL these requirements and the design notes on this page with your ad designer to ensure you have the best ad possible.

- Electronic Files in Adobe PDF format preferred – Hi-Resolution (Print Resolution) with all fonts embedded.
- IMPORTANT, PDF files larger than 8½" x 11" inches will be returned for the correct size.
- For Side by Side ads, please submit as 2 separate 8½" x 11" single page files
- We will also accept HI-Resolution .tif, jpeg or .eps files. However, all graphics and images must be converted to grayscale or CMYK and **_must_** be saved at 300 dpi or higher.
- All art files should be saved at 1200 dpi.
- We will not be responsible for the purchase of fonts or photos missing from any ad or copy files.
- MAC files accepted. Preferred software: Quark, Illustrator, Adobe InDesign, or Photoshop.

ALL ADS ARE DUE NO LATER THAN AUGUST 7, 2022

Submit completed ads to: cmandela@aol.com